

SECTION ONE:

Trending General Attitudes About Bryan

This section of the summary report examines the questions from the survey which were general in nature and not impacted by specific queries further in the interview. These questions allowed respondents to address their general feelings about the city and how they obtained information about goings on in Bryan. And as the questions addressed in this section of the report were included in the two previous surveys (1998 and 2001), any shifts in opinions can be noted.

The initial questions were presented in such a manner as to introduce the survey to the respondent, as well as to encourage further participation. First, participants were asked to identify their degree of satisfaction or dissatisfaction with the quality of life in their community. Then, after asking each individual how long (s)he had lived in the city, interviewers asked whether Bryan had improved, stayed the same or gotten worse during that time period. Then, respondents were asked to describe their level of activity within their city, by way of statement association: very active, somewhat involved, only involved when issues affect them, or just living in the city. This question has been used as an attitudinal cross tabulation to review opinions based on perceived community interest.

The next two questions were open-ended, a questioning format that does not provide people with any pre-defined answers, but encourages them to generate top-of-head comments, which are then categorized and coded into a comprehensive listing. The first question asked individuals to describe one positive aspect of Bryan to a friend who was considering moving to their city. The second query focused on what was the most critical issue facing Bryan today.

The last questions reviewed in this section were literally the last presented by interviewers and addressed general communications issues. First, seven city-related public information sources were presented, with residents asked to identify how useful or not useful each was to them in finding out about what was going on in Bryan. Some of the sources listed included cable television, Channel 16, the city web site, and televised city council meetings. The next question measured the level of support or opposition from residents relative to the allocation of additional city funds for additional or improved communication methods, such as making the city web page more interactive or regular publication of city newsletters and mail pieces. The final two questions

addressed gathering information about activities, one as an open-ended question, with the other being a list of 8 items from which respondents could choose. Each of these questions was posed in the previous survey.

QUALITY OF LIFE

As in the two previous surveys, the first question was general in nature and used to encourage further participation from respondents. The question was, ***"How satisfied or dissatisfied are you with the quality of life in your community?"*** In keeping with the methodology from previous efforts, a four-point satisfaction scale was presented ranging from very satisfied to very dissatisfied. This allows us to determine not only relative satisfaction and dissatisfaction, but also the intensity of opinion. Satisfaction with the quality of life is very high in Bryan, with more than nine of ten (92%) saying they were satisfied (61%) or very satisfied (31%), compared to fewer than 1 in ten (6%) who said they were dissatisfied (5%) or very dissatisfied (1%). The ratio of satisfaction to dissatisfaction in this year's survey was 15.3 positive responses to every one negative perception. Since the benchmark year, satisfaction has hovered around the 92 percentile (91%-94%-92%), with percentages within the standard margin of error. It should be noted that although overall satisfaction has remained consistently high, intense satisfaction has declined eight points since the benchmark (39%-34%-31%), indicating a lower degree of enthusiasm, but not to the point where it shifts to dissatisfaction. The 2004 ratio (15.3:1) was slightly lower than in 2001 (15.7:1), but higher than in 1998 (13.0:1).

Figure 1 illustrates the slight shifts in overall satisfaction levels expressed by Bryan residents in both surveys since 1998:

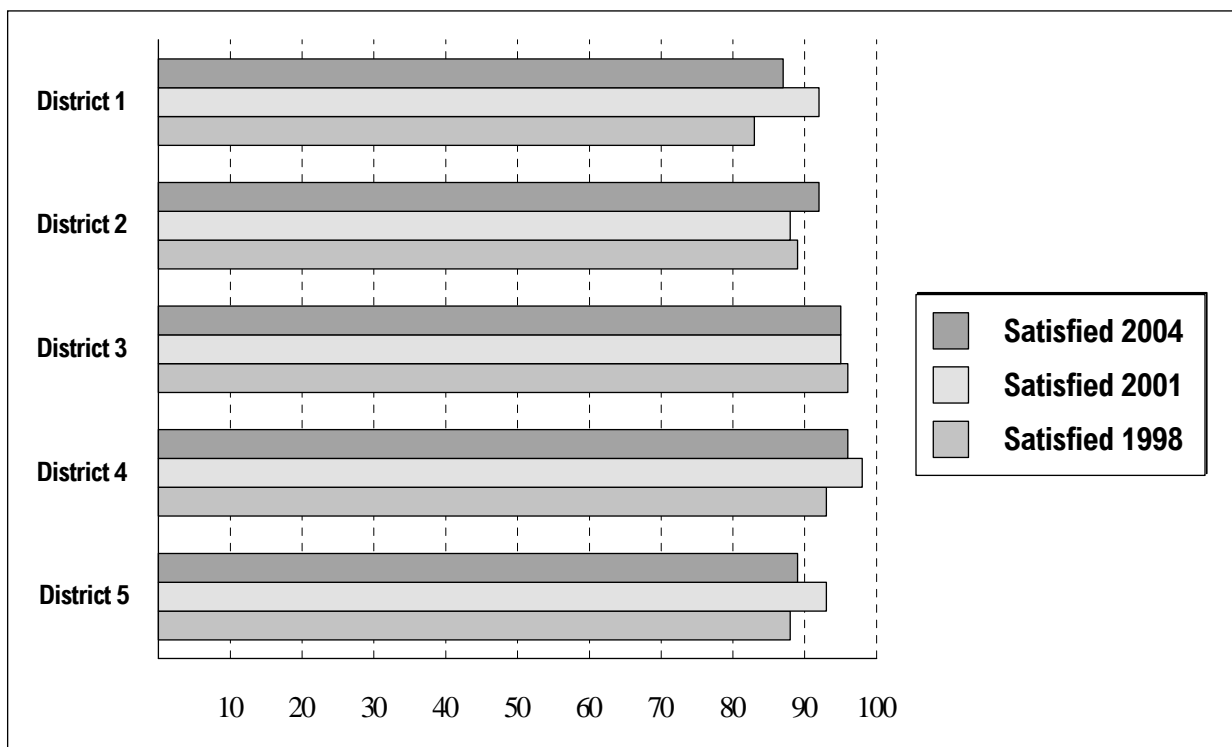


Figure 1: Comparing Level Of Satisfaction With Quality Of Life By Subsector -- 1998 -- 2004

One trend that continues to pervade the survey results is that intense satisfaction varies dramatically throughout the city. For example, the level of enthusiasm in both 1998, the benchmark year (52% in District 4, to 21% in District 1), and 2001 (50% in District 4, to 19% in District 2), varied 31%. This year, the variance was slightly less, at 29% (39% in District 4, to 11% in District 1). Note that each year, residents in District 4 have voiced the highest amount of intense satisfaction, while District 1 has generally been least intense in their enthusiasm, although in 2001, it was people in District 2 who were least enthused. Between 1998 and 2004, intense satisfaction increased in District 2 (27%-19%-31%), and changed minimally in District 5 (30%-29%-29%). Comparatively, intense satisfaction stabilized in District 3 (45%-35%-35%) after previously declining, but declined in both Districts 1 (21%-25%-11%) and 4 (52%-50%-39%). When compared to the benchmark results, intense satisfaction has increased four points in District 2 and declined one percent in District 5, ten percent in Districts 3 and 1, and 13% in District 4. The overall trend has been for intense satisfaction to be on the decline, and the subsector results back that up.

Combined satisfaction ranged from 87% in District 1 to 96% in District 4, while dissatisfaction varied from 3% (District 4) to 11% (District 1). Those findings equated to current ratios of satisfaction to dissatisfaction of 32.0:1 in District 4 and 23.8:1 in District 3, the two highest areas. After that, the ratios dropped to

15.3:1 in District 2, and to 8.9:1 in District 5 and finally, 7.9:1 in District 1. Although intense satisfaction has declined, the overall positive attitudes held by residents have continued to show improvement when compared to the benchmark year. Advancements were noticed in Districts 1 (83%-92%-87%), 2 (89%-88%-92%), 4 (93%-98%-96%), and 5 (88%-93%-89%). The only location in which positive attitudes declined was in District 3 (96%-95%-95%) and that was only one point, which is statistically insignificant. General positive feelings about the community continue to be high, although the enthusiasm that some have had is being weakened. This year's survey showed men to be more intensely satisfied (35%-27%) as well as more satisfied overall (95%-90%). Although minor, a comparison of previous results among men (90%-95%) and women (93%-94%) shows the positive attitudes among female respondents lower than in previous surveys, albeit minor.

The more positive one was about community improvement (improved-same-worse), the more likely he or she was to be very satisfied (36%-24%-13%) and positive overall (98%-88%-66%). When the intense satisfaction ratings are compared with 2001 findings (37%-28%-20%), notice that the most decline was evident among those negative about community improvement. The same was true relative to overall satisfaction (96%-95%-79%), with those believing community improvement had worsened showing a sharper decline in positive attitudes than others. Individuals who frequently participated in the electoral process (voted always or often) were 94% (compared to 94% in 2001 and 93% in 1998) satisfied and 34% very satisfied (compared with 37% and 45%), compared with 90% overall (compared with 94% and 87%) and 23% intense (compared with 27% and 24%) satisfaction among those who voted seldom or never. Note that active voters have maintained their level of satisfaction over the 6-year period, although intense satisfaction has declined significantly. Inactive voters have not seen the decline in intense satisfaction evident among more active voters, although there has been some decline.

Respondents who rated their level of community involvement as either very active or somewhat informed had a higher level of intense satisfaction (33%), with that percentage being six points lower than the last survey (39%), while the 27% intense satisfaction among people who rated themselves issue-oriented or who just lived in the city was just two points lower (29%). However, both active and inactive residents were satisfied with the quality of life in their community (95%-88%). The variance this year was greater than in either 2001 (96%-92%) or 1998 (92%-89%).

This year's survey included several additional cross tabulations not included in previous results. For example, when compared to how satisfied or dissatisfied one was with the performance of the city council, those who rated the council good or excellent were more often very satisfied (38%) than if the council was

considered fair or poor (23%), or else if they had no opinion regarding the council (32%). Satisfaction was 97% if the council was rated positively, compared to 90% if one was dissatisfied, and 87% if the respondent was undecided regarding the council. Also, dissatisfaction was not impacted by whether or not someone contacted the city (93%-93%). What did differentiate satisfaction, however, was how someone rated city maintenance. For example, an excellent rating equated to a 50% very satisfied and a 97% overall satisfaction mark. By comparison, a good rating of city maintenance brought a 94% satisfaction, of which 31% were very satisfied. Even those who rated how the city was maintained either fair or poor were still positive at a rate of 86%, although just 18% were very satisfied. Note that very satisfied ratings dropped 32% based on how the city was perceived to be maintained. Homeowners were more often very satisfied (32%-23%), but overall satisfaction findings were similar (92%-94%).

Parents (under 6, 6-12, 13-18, 19+) exhibited a higher degree of intense satisfaction (33%-34%-30%-34%) than nonparents (28%), although the variances between all subsets were nominal. It should be noted that intense satisfaction among nonparents has declined in each of the three surveys (43%-34%-28%), compared to a minimal increase among parents of teenagers (28%-29%-30%). In general, overall satisfaction declined as children aged (95%-91%-88%-92%), with the exception of parents of children 19 or older. Nonparent satisfaction was 91% in this year's survey, compared to 94% in 2001.

Results in 2004 showed long-term city inhabitants least intensely satisfied with quality of life (36%-36%-28%). In the last survey, the range was 35% of under 10 to 33% of over 10. Overall satisfaction was basically no different this year (93% of 6-10, to 91% of under 3 years) than in the previous survey (95% of under 10, to 93% of over 10). By age, intense satisfaction has declined most among the youngest (43%-33%-27% of under 35 years old) and oldest (46%-32%-30% of over 55 year olds) portions of the sample. Comparatively, among middle-aged respondents (28%-34%-33% of 36-55 year olds), enthusiasm has increased since 1998 and was similar to the last survey. Overall satisfaction was 97%, 90%, and 92% this year, compared to 97%, 91% and 93% in 2001, and 95%, 87% and 92% in 1998.

LEVEL OF COMMUNITY IMPROVEMENT

After the second question, a length of residence query, a secondary quality of life question was presented. Interviewers asked, "***During the time you have lived here, do you think that as a community in which to live, Bryan has improved, stayed the same or gotten worse?***" Besides the three general answers, a no

opinion response was available for those individuals not wishing to generate an opinion. Nearly two in three (64%) rated Bryan improved, while 27% considered it to be the same and 8% rated it worse. Just one percent gave a no opinion response. The 64% was an improvement over the 2001 results (60%) but still lower than in the benchmark survey (69%). At the same time, the percentage rating the community the same (19%-28%-27%) or worse (9%-10%-8%) stabilized or remained consistent.

Figure 2 illustrates how community improvement attitudes varied throughout the city over the six-year survey implementation period:

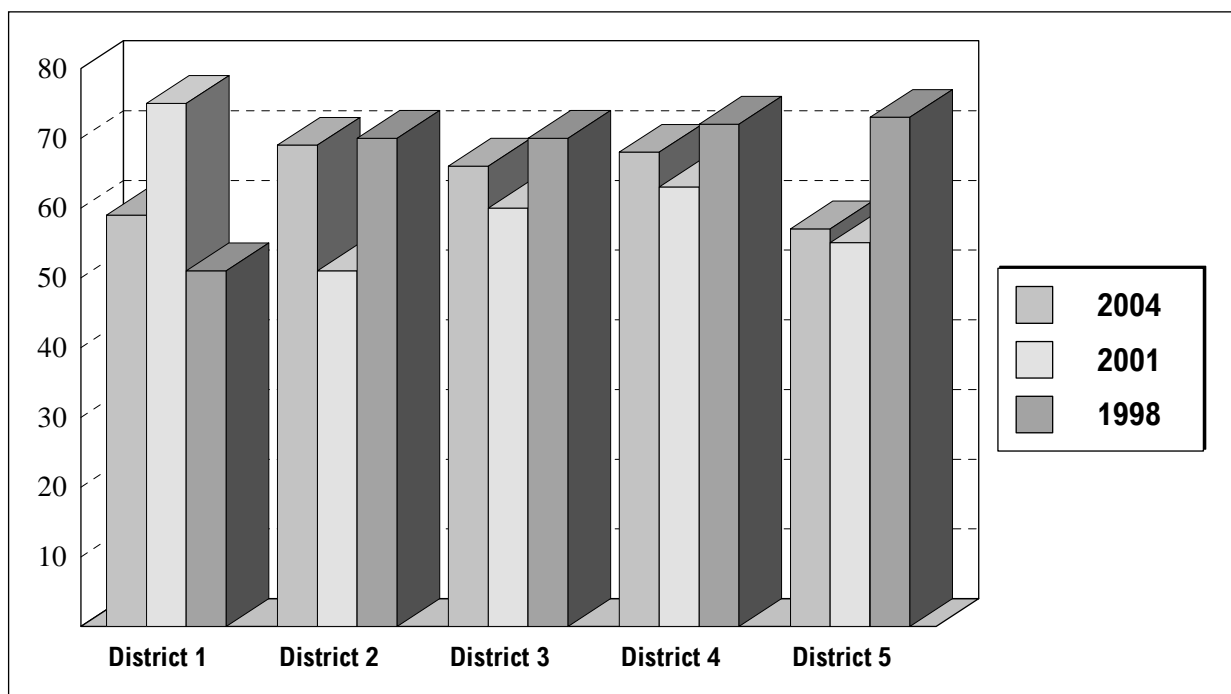


Figure 2: Comparison Of Level Of Community Improvement By Subsector -- 1998 -- 2004

Although the overall "improved" ratings have exhibited nominal variance, the subsector results have been anything but consistent. For example, in Districts 1 (51%-75%-59%) and 2 (70%-51%-69%), percentages have climbed or dropped by more than 15 points each survey. However, the question should be posed whether the "spike" in 2001 was an aberration caused by an event or activity, because when that year's results are removed, ratings improved eight points in District 1, compared to just a one percent decline in District 2. Comparatively, in District 3 (70%-60%-66%) and District 4 (72%-63%-68%), positive viewpoints have declined four percent over the benchmark findings, with both improving five percent since 2001. Residents in District 5 (73%-55%-57%) are markedly different

from the benchmark year, with findings over the past two surveys similar to each other and both percentages significantly less than the benchmark results. District 1 had a significant improvement in the number of residents who rated the community the same (8%-24%). And in both surveys, District 5 continues to be the region most likely to say community improvement was the same (35%-34%). The belief that the community had worsened was concentrated more in District 1 (17%) than anywhere else (4%-9%). This is similar to the benchmark year, when District 1 was again most negative (28%), although note that percentages have fallen eleven points since then. Over the 6-year survey period, men have been consistent in their belief that the community has improved (69%-66%-64%), although the trend shows a continual decline. Women, on the other hand, have been less consistent in their belief that the community has improved (70%-57%-65%), with current attitudes five percent lower than the benchmark. While positive attitudes among men have declined, a similar trend was evident with regard to the belief that the community was worse (10%-9%-5%), as men are less negative this year. Women (11%-9%-11%) continue to more often believe that the community has gotten worse, but they have also remained consistent in their beliefs.

The percentage of active voters that believed the community had improved showed improvement over the 2001 results (73%-63%-69%), but the gains were not enough to match the benchmark findings. Attitudes among inactive voters (seldom/never) have declined in each of the two subsequent surveys, but the drop was only six percent (58%-55%-52%). In addition, both active (11%-8%) and inactive voters (17%-9%) were less likely this year to rate community improvement worse. The variance in improved ratings based on community activity went from 71%-66% in 1998, to 65%-56% in 2001, and 67%-52% in this year's survey. Note that the gap between those who did and did not vote continues to widen (5%-9%-15%), based in part on lower improved ratings among inactive voters (66%-56%-52%).

A positive evaluation of the current city council (excellent/good) led to a 70% belief that the community had improved. Conversely, a negative perspective of the council led to a lower improved belief (63%). However, it was residents who had no opinion on council performance who were least likely to rate the community improved (49%), instead believing the community had stayed the same (25%-24%-42%). A negative opinion of the city council more often equated to a negative view of community improvement (5%-11%-8%), although the percentages and variance were nominal. Also, the more positive a person was in evaluating the way the city is maintained (excellent-good-fair/poor), the more favorable he or she was to rating the community improved (86%-66%-49%). A fair or poor evaluation of how the city is maintained led to a higher percentage of same (13%-28%-33%) and worse (2%-6%-15%) ratings. Also, homeowners believed that the community had improved (67%-52%), not as

popular a notion among renters, who believed Bryan had remained the same (24%-44%).

Fifty-eight percent of nonparents rated the community as improved, a gain of four points since 2001 (54%). Among parents, those with children 19+ were significantly more positive than if children were younger (68%-63%-66%-77%). For parents with children under 18, the trend was for worse ratings to increase (2%-10%-14%) as children aged. The 77% current rating among parents of 19+ year olds was 16% higher than in 2001 (61%), while parents of teenagers have demonstrated consistency over the past six years (70%-61%-66%).

Improved ratings declined among long-term city inhabitants (74%-66%-72%). Comparatively, positive attitudes declined among both under 4 (44%-36%) and 4-10 (65%-57%) year city inhabitants when compared to the 1998 findings. Also note that the current findings show tenure in the city equated to a higher improved (36%-57%-72%) as well as worse (0%-4%-11%) rating. It was new residents who tended to rate the community the same (62%-38%-17%). For comparison purposes, in the two previous surveys, 11% and 13% of long-term community members rated the community as worse. Respondents over the age of 55 are more positive about community improvement this year (75%-61%-70%), but still less than originally. The same pattern was true with middle-aged respondents (66%-59%-64%), although the shift was not as great. The people comprising the under 35 subset were less positive than both previous surveys (57%-62%-55%), although the decline was minimal. Although minor, negative attitudes were most prevalent among people over the age of 35 (4%-9%-9%), whereas in the previous survey, there was a greater diversity of opinion based on age (1%-11%-15%).

INVOLVEMENT IN THE COMMUNITY

The next question sought to use statement association to help people define their level of activity within the community. The question, which was also included in both previous surveys, was then used as an attitudinal cross-tabulation to evaluate attitudes based upon participation in the community. Interviewers queried, "***What statement would best describe you as a member of your community?***" Respondents could choose one of four activity statements: very active in their community, stay somewhat informed, became involved when issues affected them or just lived in the city. Fifteen percent of residents sampled rated themselves very active in the community, and 47% stayed somewhat informed, for a combined activity rating of 62%. Comparatively, 15% said they became involved when issues affected them and 21% just lived in the city, for a total of 36% inactivity. The remaining two percent

chose the no opinion response. The 62% combined active rating is a significant improvement over 2001 results (47%), more in line with the benchmark results (59%). Note that since 1998, very active (15%-12%-15%) and became involved when issues affected them (19%-18%-15%) have remained fairly consistent. What has not has been the percentage who consider themselves somewhat informed (44%-35%-47%) or else just lived in the city (20%-34%-21%).

In strict percentages, the respondents most likely to describe themselves as very active were District 1 residents (19%), although people in District 4 (18%) were similar. Comparatively, the lowest very active ratings were registered in District 2 (12%), also the region with the highest percentage of just live here respondents (31%, to 18%-19% elsewhere), and by quite a bit. In terms of overall activity, the range was 68% (District 4) to 51% (District 2).

Between 1998 and 2004, residents in Districts 1 (49%-28%-65%) and 5 (61%-43%-66%) have seen combined activity shift significantly each time a survey was conducted. There was more consistency elsewhere in the city, although residents in Districts 2 (53%-43%-51%), 3 (64%-56%-61%), and 4 (63%-58%-68%) continue to show varying degrees of activity each year. When compared to 1998, three zones consider themselves to be more active: Districts 1 (49%-65%), 4 (63%-68%), and 5 (61%-66%). Interestingly, this is the first survey in which a majority of residents in each of the council districts acknowledged themselves to be somewhat informed or very active. In 1998, District 1 did not project majority involvement, while in 2001, three (Districts 1, 2, and 5) areas failed to reach that plateau.

Sixty-six percent of male respondents described themselves as informed or active, compared to 59% of females. Those percentages were an improvement over last year, when 43% and 50%, respectively, identified one of the two active responses. When compared by community improvement attitudes, those most positive were most active in the community, with the 68% a significant improvement over the 2001 rating of 51%. However, those most negative toward improvement continued to be least active (47%), but in line with previous ratings (46%). And overall activity among those who rated the community the same went from 39% to 56%. Voting activity was a positive indicator of community activity. For example, 67% of active voters considered themselves active in the community. This percentage is more in line with the benchmark results (70%) than the last survey (59%). Inactive voters showed an increase in activity when compared to the two previous surveys (32%-22%-52%).

How respondents described their satisfaction with the current city council did not impact their level of activity in the community, as percentages were similar if one rated the council good or excellent (63%) or fair or poor (66%). People with no opinion about the council were less likely to be active (51%) and also

constituted the subset most likely to just live in the city (23%-14%-32%), although also note that people positive about the council were more likely to associate themselves in this manner than if one was negative. Also, residents who had contact with the city described themselves as more active or informed (75%-51%). Similar to rating the council, how people rated the way the city is maintained did not impact their level of activity in the community (64%-62%-61%), although respondents who rated the city excellent were more often very active (23%-12%-18%) than if the rating was good or fair/poor. Homeowners were more frequently active than renters (65%-54%), with the latter more likely to just live in the city (18%-35%).

There was not a significant variance in the level of activity between parents (68%-61%-67%-63%) and nonparents (61%). It should be noted that the subgroup most often very active was parents of teenagers (22%), while those with children under 6 (3%) were least active. In this year's survey, it was long-term city residents who were more active in their community (52%-61%-65%), with the same trend evident in terms of very active ratings (5%-10%-19%). In the three surveys, activity among long-term residents was 64%, 51%, and 65%. Activity among middle-aged respondents improved from 50% in 2001 to 68% in 2004, which compared favorably to the benchmark results (65%). In a similar manner, people over age 55 (59%-48%-57%) were slightly less active than in 1998, while respondents under 35 (48%-39%-65%) showed marked improvements over both survey results. As activity improved, inactivity diminished, especially the percentage of people saying they just lived in the city. This was true for people 18-34 (27%-44%-22%), 36-55 (11%-30%-16%), and 55-plus (26%-34%-25%).

POSITIVE ASPECTS OF BRYAN

As in the two previous surveys, two open-ended questions were presented early in the interview and before any issue-oriented information was introduced, so as to not influence the potential responses. The initial question asked Bryan residents to reveal what facets of life residents found positive and distinctive. The question was: ***"If friends were considering moving to your city, what one positive aspect would you tell them?"*** An open-ended question does not have predetermined answers; it requires participants to generate their own responses. A total of 343 individuals gave opinions, down slightly from the two previous surveys (378 and 351). Those answers were then coded and categorized into a comprehensive listing of 11 general and miscellaneous responses. Respondents in this year's survey were most positive about five items -- good place to live/neighborhood quality (27%), small town atmosphere (14%), friendly people (13%), and good schools and low cost of living (both 10%). When compared to the previous survey results, the comment good place to live/neighborhood

quality nearly doubled (15%-16%-27%), to where it was the most popular comment this year by far. More people also focused on the low cost of living (3%-5%-10%) as being a positive thought they would relay to a friend who was considering moving into the area. Remarks about good schools (13%-16%-10%), small-town atmosphere (12%-13%-14%), and nice people (14%-11%-13%) have remained consistently favorable with only a minimal variance.

Second tier responses included small-town atmosphere, service oriented amenities, and low crime rate/safe (each 5%), convenient location (4%), universities convenient (3%), and good churches (2%). These responses have shown consistency over the years of implementation, each varying by less than two percent. New to this year's survey are the responses service oriented amenities and universities convenient. Conversely, comments not mentioned by respondents this year were plenty of available jobs, growing community, quiet/peaceful, and good climate.

Table #2 illustrates the distribution of overall responses for all three surveys, along with the most recent sample, divided by council district and gender:

TABLE #2: COMPARING POSITIVE ASPECTS ABOUT BRYAN BY SUBSECTOR -- 1998 -- 2004

POSITIVE ITEM	OVERALL			SUBSECTOR					SEX	
	1998	2001	2001	DSTRCT 1	DSTRCT 2	DSTRCT 3	DSTRCT 4	DSTRCT 5	MALE	FEMALE
Good place to live/neighborhood quality	15%	16%	27%	27%	41%	29%	21%	21%	24%	30%
Small-town atmosphere	12%	13%	14%	5%	6%	16%	21%	16%	16%	13%
Friendly people	14%	11%	13%	24%	6%	4%	21%	15%	14%	13%
Good schools	13%	16%	10%	12%	13%	16%	8%	3%	11%	10%
Low cost of living	3%	5%	10%	10%	9%	9%	13%	9%	16%	5%
Service oriented amenities	NA	NA	5%	5%	8%	5%	3%	6%	4%	7%
Low crime rate/safe	4%	5%	5%	5%	2%	6%	4%	9%	4%	6%
Miscellaneous	3%	5%	5%	7%	5%	5%	2%	7%	4%	6%
Convenient location	2%	4%	4%	0%	5%	4%	2%	7%	2%	6%
Universities convenient	NA	NA	3%	5%	3%	4%	1%	4%	4%	2%
Good churches	2%	2%	2%	0%	3%	3%	2%	3%	1%	3%

District 2 focused on two aspects: that it was a good place to live/neighborhood quality (41%) and had good schools (13%). The next most popular item was low cost of living, with 9%. In District 4, three items were of equally positive mention: good place to live/neighborhood quality, small-town atmosphere, and friendly people (each 21%). Good place to live/neighborhood quality ranked at the top with friendly people (27% and 24%) in District 1. The top positive comments in District 3 were good place to live/neighborhood quality (29%) and good schools and small-town atmosphere

(both 16%). Among District 5 survey participants, the top positive comments were good place to live/neighborhood quality (21%), small-town atmosphere (16%), and friendly people (15%).

In addition to the variance noted with the comment good place to live/neighborhood quality, differences in responses abounded. There was more than a 10 point variance for the following responses: small town atmosphere (21% in District 4, to 5% in District 1), friendly people (24% in District 1, to 4% in District 3), and good schools (16% in District 3, to 3% in District 5).

Women were more complimentary of Bryan being a good place to live (30%-24%) and convenient location (6%-2%). Comparatively, men complimented the city for low cost of living (16%-5%). Both male and female respondents similarly mentioned small town atmosphere (16%-13%), friendly people (14%-13%), good schools (11%-10%), and low crime rate/safe (4%-6%). The more positive one was about community improvement, the more frequently he or she commented about good schools (13%-5%-4%). It is noteworthy that no matter how community improvement was evaluated, people were still positive about friendly people (13%-13%-12%). It was people who believed Bryan was the same who most often generated the comments good place to live/neighborhood quality (26%-31%-28%) and small town atmosphere (13%-18%-12%). At the same time, they were least likely to mention low cost of living (11%-8%-12%) as a positive aspect of the city.

Voters, more so than nonvoters, listed small town atmosphere (16%-9%) as a positive item about the city. Nonvoters were quicker to compliment the city's convenient location (7%-2%). Both subsets were similar in being positive about Bryan being a good place to live/neighborhood quality (27%-27%), friendly people (13%-12%), good schools (11%-8%), low cost of living (10%-12%), and low crime rate/safe (5%-7%). It was people who were less active in the community who more often said good place to live/neighborhood quality (32%-25%) was the positive aspect they would relate, while active members more often said small town atmosphere (16%-10%). Other issues did not appear to be impacted by community activity, namely friendly people (13%-15%), good schools (11%-9%), low cost of living (10%-9%), and low crime rate/safe (6%-4%).

How residents rated the performance of the current city council did not significantly impact how they commented on this particular question. A positive evaluation of the council led one to more frequently compliment Bryan as good place to live/neighborhood quality (29%-25%), although the variance was minimal. Similarly, it was people more negative toward the council who focused on the low cost of living (13%-8%) as a positive aspect. Items of similar notice included small town atmosphere (13%-14%), friendly people (13%-15%), good schools (10%-11%), and low crime rate/safe (6%-5%). Respondents who

had no opinion about the council mentioned good place to live/neighborhood quality (26%), small town atmosphere (19%), and friendly people (12%). Individuals who rated the way the city is maintained as fair/poor most frequently said the positive aspect they would mention was good place to live/neighborhood quality (25%-25%-33%). A rating of good brought more focus on small town atmosphere (7%-18%-12%), while all three subsets similarly mentioned friendly people (15%-12%-16%). There was a correlation between a positive evaluation of city maintenance and the following positive responses: good schools (13%-10%-9%), low cost of living (13%-10%-9%), and low crime rate/safe (8%-5%-3%). Homeowners were more complimentary about the city being a good place to live/neighborhood quality (27%-19%), with both subsets similarly positive about small town atmosphere (15%-12%), friendly people (14%-10%), good schools (10%-12%), and low cost of living (10%-12%).

Nonparents focused first on good place to live/neighborhood quality (31%), followed by friendly people (15%), small town atmosphere (12%), and low cost of living (11%). It was parents of those youngest and oldest who most often said good place to live/neighborhood quality (24%-18%-16%-27%) as what made Bryan stand out. Those with pre-teens and teen children more often focused on Bryan's small town atmosphere (16%-25%-23%-9%). There was also a ten point variance among parents regarding the comment friendly people (15%-19%-9%-12%). Smaller variances were evident relative to the items good schools (11%-12%-16%-13%), low cost of living (13%-11%-11%-7%), and low crime rate/safe (7%-4%-7%-7%). Newer residents were most likely to concentrate on small town atmosphere (23%-11%-13%) as a positive aspect about Bryan, although they were less likely to mention good schools (2%-16%-10%) and low cost of living (4%-13%-10%). The top comment, good place to live/neighborhood quality, was most popular with new and long-term city inhabitants (30%-18%-29%). Older survey participants mentioned good place to live/neighborhood quality (22%-19%-38%) significantly more often than others. What was not as important to them was small town atmosphere (19%-19%-7%), friendly people (19%-12%-12%), low cost of living (16%-11%-7%), or low crime rate/safe (9%-6%-3%).

MOST CRITICAL ISSUE FACING BRYAN TODAY

The second open-ended question presented to residents allowed them to identify issues or problems they perceived facing the city. This question has been asked each year: "***What would you say is the most critical issue facing Bryan today?***" Slightly more than three-fourths of the full sample offered a response (302), down from 334 in 1998 and 314 in 2001. A total of 13 general and miscellaneous response categories was generated through the coding

process. Although there was no clear-cut most critical issue, five items were mentioned by at least ten percent of the sample: road improvement/traffic congestion (17%), school issues (14%), crime/drugs/gangs and high taxes (both 11%), and city government issues/council (10%).

For review purposes, the most critical issues in 1998 were crime/drugs/gangs (26%), growth-related issues (19%), and road improvements/traffic congestion and school issues (both 10%) and in 2001, road improvements/traffic congestion (22%), school issues (17%), crime/drugs/gangs (15%), growth-related issues (11%), and industrial/economic growth (10%). Over the course of six years, the survey results show these items to be less critical in the eyes of survey participants: growth-related issues (19%-11%-7%) and crime/drugs/gangs (26%-15%-11%). Instead, residents have grown more concerned with road improvements/traffic congestion (10%-22%-17%), although less than in 2001, city government issues/council (5%-4%-10%), and industrial/economic growth (0%-10%-7%). In addition, concern with school issues (10%-17%-11%) was much greater last time but is now more in line with the benchmark results. Several issues mentioned in 2001 were rarely mentioned in this year's survey, namely parks and recreation, high cost of living, railroad relocation and smoking ban (each 2%). Issues which came to the forefront were lack of employment/low paying jobs, infrastructure, and downtown renovations/improvements.

Table #3 shows the issues identified in 2004 as most critical, along with their respective percentages from 1998 and 2001. In addition, the current findings are also listed by city council district and gender:

TABLE #3: MOST CRITICAL ISSUES FACING BRYAN BY SUBSECTOR AND SEX OF RESPONDENT

PROBLEM	OVERALL			SUBSECTOR					SEX	
	1998	2001	2004	DSTRCT 1	DSTRCT 2	DSTRCT 3	DSTRCT 4	DSTRCT 5	MALE	FEMALE
Road improvements - traffic congestion	10%	22%	17%	18%	13%	14%	20%	16%	14%	20%
School issues	10%	17%	14%	13%	6%	20%	16%	10%	12%	13%
Crime/drugs/gangs	26%	15%	11%	27%	21%	6%	4%	5%	9%	13%
High taxes	3%	3%	11%	2%	8%	14%	15%	10%	15%	6%
City government issues/council	5%	4%	10%	7%	10%	5%	13%	16%	14%	7%
Growth-related issues	19%	11%	7%	2%	6%	13%	4%	8%	9%	4%
Industrial/economic growth	NA	10%	7%	2%	4%	6%	14%	6%	5%	10%
Miscellaneous	6%	5%	7%	9%	10%	6%	5%	6%	5%	9%
Lack of employment - low paying jobs	NA	NA	7%	9%	12%	5%	3%	8%	7%	6%
Infrastructure	NA	NA	5%	2%	6%	8%	5%	3%	6%	4%
Downtown renovation improvements	NA	NA	3%	2%	0%	3%	1%	8%	4%	2%
Racial issues	NA	3%	3%	7%	6%	0%	0%	3%	1%	4%

Districts 1 (27% and 18%) and 2 (21% and 13%) focused more on the issue of crime/drugs/gangs, at the expense of road improvements/traffic congestion, which they ranked second. In District 3, roads tied for second (14%), along with high taxes, both of which were behind school issues (20%). The ranking of issues in District 4 placed road improvements/traffic congestion at the top (20%), followed closely by school issues (16%), high taxes (15%), industrial/economic growth (14%), and city government issues/council (13%). The issue of road improvements/traffic congestion was identified as most critical in District 5, along with city government issues/council (both 16%), followed by school issues and high taxes (both 10%). Citywide variances were evident for several of the top concerns, including school issues not being critical in District 2 (6%, to 20% in District 3), crime/drugs/gangs of little concern everywhere except Districts 1 and 2 (4%-6%, to 27% and 21%), and taxes not being an issue on which people in District 1 focused (2%, to 15% in District 4). Other shifts in opinion included city government issues/council (16% in District 5, to 5% in District 3), industrial/economic growth (14% in District 4, to 2% in District 1), and growth-related issues (13% in District 3, to 2% in District 1). Clearly, geography played a critical role in how residents focused on issues most critical to the city.

Women more often identified as critical road improvements/traffic congestion (20%-14%), crime/drugs/gangs (13%-9%), and industrial/economic growth (10%-5%). Comparatively, men concentrated more on the issues of high taxes (15%-6%), city government issues/council (14%-7%), and growth-related issues

(9%-4%). Those who were most positive about community improvement most often said road improvements/traffic congestion was the most critical issue facing the city (20%-12%-3%). However, the more negative one was toward community improvement, the more popular were the responses of school issues (12%-13%-28%), crime/drugs/gangs (9%-13%-17%), and racial issues (1%-3%-14%). The items high taxes (11%-14%-0%) and city government issues/council (11%-11%-7%) did not concern respondents who were most negative toward community improvement as they did others.

People who voted seldom or never ranked their concerns as follows: crime/drugs/gangs (21%) at basically the same level as road improvements/traffic congestion (20%), followed by school issues (15%) and high taxes (8%). Active voters viewed things differently, because of less concern with crime/drugs/gangs (8%). Their top items were road improvements/traffic congestion (16%), school issues (13%), and high taxes and city government/council (both 12%). The level of activity one professed in the community did not appear to impact what they identified as most critical. Both similarly listed road improvements/traffic congestion (17%-15%), school issues (14%-12%), high taxes (10%-11%), and industrial/economic growth (7%-8%). The only difference was inactive voters concerned themselves more with crime drugs/gangs (14%-9%), and active voters, with city government issues/council (11%-7%).

Residents who rated the city council positively rather than negatively focused on the issues of road improvements/traffic congestion (20%-14%), school issues (14%-10%), and crime/drugs/gangs (14%-4%). It was those who were negative in their evaluation of the council who more often listed as critical city government issues/council (17%-6%) and industrial/economic growth (10%-4%), as well as racial issues (5%-1%). Interestingly, people with no opinion as to council performance formed the subset most focused on school issues (25%) and crime/drugs/gangs (22%). Respondents more positive about the way the city is maintained more often mentioned road improvements/traffic congestion (20%-16%-16%), school issues (14%-15%-9%) and crime/drugs/gangs (16%-11%-8%) as being most critical to Bryan today. This same group was not the most likely to list city government issues/council as most important (9%-8%-15%), as this concern was a more popular response with people who were negative in their maintenance evaluation. Renters were most apt to concentrate on the issue of crime/drugs/gangs (27%-8%) and lack of employment/low paying jobs (16%-5%), listing both more than three times as often as homeowners. It was homeowners who were more concerned with the issues of road improvements/traffic congestion (17%-11%), school issues (15%-9%), high taxes (11%-4%), and city government issues/council (11%-4%), to mention a few.

Among parents of children, school issues (21%-30%-33%) outweighed all other concerns. Conversely, it was of little concern to parents of +19 year olds (11%) or nonparents (5%). The item of most concern to nonparents was road improvements/traffic congestion (20%), followed by city government issues/council (13%), and high taxes (11%). Those with children over the age of 18 focused on road improvements/traffic congestion (18%), crime/drugs/gangs (16%), and school issues and high taxes (both 11%). With parents, crime/drugs/gangs (14%-15%-10%) was also more important than road improvements/traffic congestion (12%-8%-10%). People who were newer to the community listed school issues (19%-14%-12%) and downtown renovations/improvements (11%-8%-0%) as most critical to the city. Comparatively, it was more tenured members who centered their comments on crime/drugs/gangs (6%-10%-12%) and city government issues/council (3%-4%-13%). It was the newest and oldest community members who said road improvements/traffic congestion (17%-10%-18%) were most critical. The oldest members of the survey sample focused on the issues of road improvements/traffic congestion (15%-9%-25%), high taxes (6%-9%-14%), and infrastructure (2%-5%-7%) as critical issues facing the city. They were not as likely to concentrate on school issues (12%-23%-4%), industrial/economic growth (13%-4%-8%), or lack of employment/low paying jobs (13%-6%-4%).

USEFULNESS OF CITY SOURCES

Several communication and public information-related questions have been included in each survey. The first question focused on how useful certain sources were in providing local information. These items were addressed toward the end of the survey. Respondents were queried, "**How useful or not useful are each of the following city sources to you in finding out about what's going on in Bryan?**" The usefulness of six sources was tested: cable television Channel 16, the annual city budget report, city staff, city council, the city web site, and televised city council meetings. Each item was rated on a four-point, very useful to not at all useful scale, as well as a no opinion response for those lacking sufficient information to generate an accurate evaluation.

As this question has been asked in both prior surveys, the overall results from all three are presented in Table #4:

**TABLE #4: COMPARISON OF OVERALL USEFULNESS OF CITY SOURCES
-- 1998 -- 2004**

SOURCE	VERY USEFUL			SOMEWHAT USEFUL			NOT VERY USEFUL			NOT AT ALL USEFUL			NO OPINION			RATIO
	1998	2001	2004	1998	2001	2004	1998	2001	2004	1998	2001	2004	1998	2001	2004	2004
Cable television Channel 16	8%	13%	12%	38%	37%	40%	22%	15%	16%	16%	28%	19%	17%	8%	12%	1.5:1
Annual city budget report	6%	7%	7%	33%	31%	37%	26%	18%	20%	19%	30%	20%	16%	15%	16%	1.1:1
City staff	9%	15%	14%	52%	50%	55%	16%	8%	11%	9%	17%	8%	13%	10%	11%	3.6:1
City council	9%	14%	10%	55%	49%	57%	14%	11%	15%	9%	17%	9%	12%	9%	10%	2.8:1
City web site	7%	12%	17%	24%	29%	34%	17%	10%	11%	23%	29%	17%	29%	21%	21%	1.8:1
Televised city council meetings	8%	14%	13%	38%	40%	39%	21%	11%	18%	19%	24%	16%	14%	11%	14%	1.5:1

City staff (69%-28%, 3.6:1), city council (67%-24%, 2.8:1), and the city web site (51%-28%, 1.8:1) were the city sources rated most useful, as determined by the ratio of useful to not useful findings. All sources were more likely to be rated useful than not useful. The ratios for the other three sources were 1.1:1 (44%-40% for annual city budget), 1.5:1 (52%-35% for cable television Channel 16), and 1.5:1 (52%-34% for televised city council meetings).

Very useful ratings were not higher than 17% (city web site) in this year's survey, although no item scored that high a rating in the two previous surveys. After the city web site, residents voiced the highest trust in city staff (14%) and televised city council meetings (13%). When ranking the six items by both intensity and ratio, we note several instances where attitudes differed between the general feeling and the intensity. For example, the consensus view of the usefulness of the city council (2nd) was much higher than those who assigned very useful ratings (5%), indicating a lack of passion or commitment to this item, although generally positive. Conversely, the consensus was not as high when it came to evaluating the city web site (3rd, to 1st) or televised city council meetings (5th, to 3rd), both of which shared a more committed evaluation from a minority of respondents when compared to the community as a whole.

All six sources scored higher overall useful ratings in 2004 when compared to the benchmark results, as well as five of six between 2001 and 2004. In terms of combined very and somewhat useful findings, the most significant improvement was with the city web site (31%-51%), although gains were also noted for city staff (61%-69%), and cable television Channel 16 and televised city council

meetings (both 46%-52%). Comparatively, the other items grew five percentage points (39%-44% for annual city budget report) and three points (64%-67% for city council) , respectively. Each source also attained a very useful rating higher this year than in 1998, including the city web site (7%-17%), city staff (9%-14%), and televised city council meetings (8%-13%).

At the same time that overall usefulness improved, combined not useful ratings were generally diminished. As with usefulness, the source that experienced the greatest dip in ratings was the city web site (40%-28%). The others had ratings decline between six points (40%-34% for televised city council meetings) and three points (38%-35% for cable television Channel 16). Two sources experienced minor increases in not very and not at all useful ratings -- city staff (25%-28%) and city council (23%-24%). In addition, no opinion ratings between 1998 and 2004 declined for four sources, the most being the city web site (29%-21%) and cable television Channel 16 (17%-12%).

By comparing the ratios in 2001 and 2004, we note that residents tended to invest more trust in city sources, as most exhibited improvements. Those in which the ratio increased were city staff (2.6:1-3.6:1), the city web site (1.1:1-1.8:1), city council (2.3:1-2.8:1), cable television (1.2:1-1.5:1), and the annual city budget report (0.8:1-1.1:1). The only source in which the ratio showed no improvement was televised city council meetings (1.5:1-1.5:1), although neither was there a decline.

Table #5 displays the current attitudes of residents relative to the usefulness or lack thereof of the six city sources:

TABLE #5: USEFULNESS OF CITY SOURCES BY SUBSECTOR

SOURCE	DISTRICT 1		DISTRICT 2		DISTRICT 3		DISTRICT 4		DISTRICT 5	
	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL
Cable television Channel 16	52%	41%	69%	17%	55%	32%	45%	43%	44%	43%
Annual city budget report	59%	33%	42%	34%	46%	39%	40%	44%	40%	45%
City staff	68%	26%	69%	12%	75%	14%	70%	21%	65%	25%
City council	71%	24%	66%	20%	67%	24%	66%	25%	62%	25%
City web site	59%	26%	56%	14%	45%	34%	44%	32%	58%	28%
Televised city council meetings	61%	30%	65%	18%	52%	34%	46%	39%	42%	45%

In District 1, each source was listed useful or very useful by a majority of residents sampled. This was not the case elsewhere, as one in District 2, two in District 3, three in District 5, and four in District 4 failed to attain majority useful

percentages. The only two sources to be rated useful by a majority of residents citywide were city staff (68%-69%-75%-70%-65%) and city council (71%-66%-67%-66%-62%). In three of the five council districts, the city web site attained majority ratings (59%-56%-45%-44%-58%), as did cable television Channel 16 (52%-69%-55%-45%-44%) and televised city council meetings (61%-65%-52%-46%-42%). Only in District 1 was the annual city budget report rated useful by a majority of respondents (59%-42%-46%-40%-40%).

As in previous surveys, the usefulness of a particular source varied throughout the city. For example, cable television, Channel 16, achieved a 69% useful rating in District 2, 27 points higher than in District 5 (44%). Other variances were noted for the annual city budget report (59% in District 1, to 40% in Districts 4 and 5), city staff (75% in District 3, to 65% in District 5), the city web site (59% in District 1, to 44% in District 4), and televised city council meetings (65% in District 2, to 42% in District 5). Another method for evaluating how residents viewed usefulness was how each of the items was ranked. For example, cable television was ranked number 1 in District 2, but was last in District 6. Other positional variances included the annual city budget report (4th in District 1, to 6th in districts 2, 4, and 5), city council (1st in District 1, to 3rd in District 2), the city web site (3rd in District 5, to 6th in District 3), and televised city council meetings (3rd in Districts 1 and 4, to 5th in District 5). It should also be noted that the annual city budget in Districts 4 (44%-40%) and 5 (45%-40%) and televised city council meetings in District 5 (45%-42%) were more often rated not useful by respondents rather than useful.

When compared to 2001 findings, items tended to be rated more useful. For example, five items in District 4 registered a positive gain, compared with four in Districts 1 and 3, and three in Districts 2 and 5. In District 4, residents were at least five percent more positive when it came to rating as useful the annual city budget report (29%-40%), city staff (62%-70%), and the city web site (39%-44%). By comparison, in District 1, it was the annual city budget report (43%-59%), city council (65%-71%), and city web site (46%-59%), and in District 3, cable television, Channel 16 (38%-55%), annual city budget report (34%-46%), city staff (64%-75%), and city web site (36%-45%). No item in District 2 increased by at least five percent, while in District 5, increased ratings were assigned to the annual city budget report (34%-40%), city council (56%-62%), and city web site (36%-58%).

In comparing current findings to benchmark results, the following sources have demonstrated improved useful ratings in each survey: the city budget report (39%-43%-59%), city council (56%-65%-71%), the city web site (36%-46%-59%), and televised city council meetings (41%-57%-61%) in District 1; the city web site (27%-52%-56%) in District 2; nothing in District 3; the city web site (30%-39%-45%) in District 4; and cable television (30%-44%-45%), annual city budget report (29%-34%-40%), and the city web site (20%-36%-58%) in District 5. No item declined in usefulness in consecutive surveys in comparison to the benchmark

findings. Other items were more useful when comparing 2004 findings to 1998 results, although the 2001 level was lower than in 1998.

Table #6 compares the useful and not useful ratings by how respondents described their level of activity, either within their own community or through their voting:

TABLE #6: USEFULNESS OF CITY SOURCES BY COMMUNITY ACTIVITY AND VOTING ACTIVITY

SOURCE	COMMUNITY ACTIVITY				VOTING ACTIVITY			
	ACTIVE/INFORMED		ISSUES/LIVE HERE		ALWAYS/OFTEN		SELDOM/NEVER	
	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL	USEFUL	NOT USEFUL
Cable television Channel 16	52%	39%	54%	28%	50%	37%	59%	32%
Annual city budget report	48%	38%	37%	42%	46%	37%	38%	47%
City staff	73%	18%	64%	20%	73%	16%	62%	26%
City council	70%	23%	62%	24%	68%	23%	63%	25%
City web site	54%	28%	46%	27%	50%	26%	55%	29%
Televised city council meetings	57%	32%	42%	37%	52%	35%	55%	31%

Active residents tended to rate sources more useful than those less active. Among those were the annual city budget report (48%-37%), city staff (73%-64%), city council (70%-62%), city web site (54%-46%), and televised city council meetings (57%-42%). Only when it came to cable television were useful ratings similar (52%-54%). However, note that at the same time useful ratings were higher among active community participants, not useful ratings were similar, except for cable television (39%-28%), where active respondents assigned the higher not useful findings. The difference in ratings between the two subsets was the result of higher no opinion ratings among those less active in the community, which in effect is the same as a source not being useful. When the ratings were ranked, cable television was more useful to inactive residents (3rd, to 5th), while active respondents listed as more reliable televised city council meetings (3rd, to 5th). The other items were ranked similarly by both groups, even with the lower percentages. Both groups rated as most useful city staff and city council.

Voters placed more reliance on the annual city budget report (46%-37%), city staff (73%-62%), and city council (68%-63%), but not on cable television (50%-59%), the city web site (50%-55%), or televised city council meetings (52%-55%), each more popular to inactive voters. Also note the significant difference between inactive and active voters when it came to labeling as not

useful the annual city budget report (47%-37%) and city staff (26%-16%), findings not evident with the other sources.

Both active (both 68%) and nonactive residents (64% and 58%) rated city staff and the city council as most useful. People who were less involved in the community considered as more useful cable television (52%-46%), the city web site (44%-37%) and televised city council meetings (56%-52%). Comparatively, active respondents placed a greater importance on the usefulness of city staff (68%-64%) and the city council (68%-58%). Notice that both subgroups shared similar beliefs regarding the usefulness of the annual city budget report (38%-37%). While not significantly different, active voters rated as most useful city staff, while inactive voters leaned ever so slightly to the city council.

LEVEL OF SUPPORT FOR ALLOCATING FUNDS FOR COMMUNICATIONS

One of the core questions that has been asked in all three surveys focused on how strongly residents would support or oppose allocating funds for improving the methods through which the city communicates with its residents. Respondents were queried as follows, "***Please tell me how strongly you would support or oppose allocating additional city funds for the following...***". The enhancements involved making the city's web page more interactive, improvements in programming to the city's public access cable channel, regular publication of city newsletters and mail pieces, and expanding telephone accessible information relative to various city services. Residents were instructed to answer on a four-point scale from strongly support to strongly oppose, or they could select the no opinion category.

Table #7 reports the overall results from each year's survey, as well as the 2004 ratio of support to opposition:

**TABLE #7: COMPARISON OF OVERALL SUPPORT FOR OR OPPOSITION
TO ALLOCATING FUNDS TOWARDS COMMUNICATION METHODS --
1998 -- 2004**

METHOD	STRONGLY SUPPORT			SUPPORT			OPPOSE			STRONGLY OPPOSE			NO OPINION			RATIO
	1998	2001	2004	1998	2001	2004	1998	2001	2004	1998	2001	2004	1998	2001	2004	2004
Expanding the city's web page	NA	8%	9%	NA	39%	47%	NA	31%	25%	NA	5%	4%	NA	18%	14%	1.9:1
Improvements in programming to the city's public access cable channel	6%	5%	6%	55%	45%	47%	22%	33%	31%	4%	4%	3%	13%	14%	12%	1.6:1
Regular publication of city newsletters and mail pieces	10%	12%	10%	63%	53%	62%	21%	27%	19%	2%	3%	3%	4%	5%	6%	3.3:1
Expanding telephone accessible information relative to various city services	9%	10%	9%	67%	59%	57%	16%	23%	24%	2%	2%	2%	6%	7%	8%	2.5:1

Current findings show residents more supportive of regular publication of city newsletters and mail pieces (72%-22%, 3.3:1) and expanding telephone accessible information relative to various city services (66%-26%, 2.5:1), more so than expanding the city's web page (56%-29%, 1.9:1) or improvements in programming to the city's public access cable channel (53%-34%, 1.6:1), although all four items were generally supported by survey respondents.

There was very little enthusiasm for any of the actions, as strong support was no higher than 10% (regular publication of city newsletters and mail pieces). However, at the same time, strong opposition was even less pronounced, going no higher than 4% (expanding city web page). Note that each item was opposed by either one in four or one in three of residents questioned.

When the three suggestions asked each survey year are compared, one finds that residents are less supportive now than before. Support ratings that were better in 2004 than in 2001, but still less than in 1998, were programming to the city's public access channel (61%-50%-53%) and regular publication of city newsletters and mail pieces (73%-65%-72%), although the drop in the latter item was just one percent. In addition, support for allocating funds for expanding telephone accessible information relative to various city services (76%-69%-66%) has declined in each survey. Three of the four items exhibited improved ratings when compared to last year's findings, especially expanding the city's web page (47%-56%), an item first introduced in 2001. Opposition to expanding

telephone accessible information continued to climb when compared to prior surveys (18%-25%-26%). This was not the case with any other item, which saw opposition fluctuate. Also note only a minimal variance in no opinion responses for any of the items. With the exception of expanding the city's web page (18%-14%), there was no more than a two point difference in no opinion ratings for the other three suggestions.

When the support ratios for 2001 and 2004 are compared, we note that the consensus for spending funds for these items has increased. Those included regular publication of city newsletters and mail pieces (2.2:1-3.3:1), expanding the city's web page (1.3:1-1.9:1), and improvements in programming to the city's public access cable channel (1.4:1-1.6:1). Comparatively, the ratio showed support to be lower this year for expanding telephone accessible information (2.8:1-2.5:1).

A review of opinions on these funding proposals by geographic region is presented in Table #8:

TABLE #8: SUPPORT FOR OR OPPOSITION TO ALLOCATING FUNDS TOWARDS COMMUNICATION METHODS BY SUBSECTOR

METHOD	DISTRICT 1		DISTRICT 2		DISTRICT 3		DISTRICT 4		DISTRICT 5	
	SUPPT	OPPOS	SUPPT	OPPOS	SUPPT	OPPOS	SUPPT	OPPOS	SUPPT	OPPOS
Expanding the city's web page	52%	35%	61%	25%	53%	32%	58%	26%	57%	34%
Improvements in programming to the city's public access cable channel	65%	28%	65%	22%	48%	39%	48%	37%	50%	41%
Regular publication of city newsletters and mail pieces	84%	15%	76%	14%	70%	22%	65%	26%	68%	33%
Expanding telephone accessible information relative to various city services	80%	15%	68%	16%	59%	35%	66%	26%	61%	35%

In three of the five city council districts, all four items were supported by majorities, including 52% (city web page) to 84% (publication of city newsletter) in District 1, from 61% (city web page) to 76% (publication of city newsletter) in District 2, and from 50% (public access cable channel) to 68% (publication of city newsletter) in District 5. In Districts 3 and 4, where only a plurality supported improvements to the city's public access cable channel (both 49%), the range of majority support was 53% (city web page) to 70% (publication of city newsletter) and 58% (city web page) to 66% (telephone accessible information). Although there was only a one point difference between the two primary items

in District 4, expanding telephone accessible information was a more popular enhancement than publication of a city newsletter.

Support variances included nine percent for expanding the city's web page (61% in District 2, to 52% in District 1) and more than ten percent for improvements to programming to the city's public access cable channel (65% in District 2, to 48% in Districts 3 and 4), regular publication of city newsletters and mail pieces (84% in District 1, to 65% in District 4), and expanding telephone accessible information (80% in District 1, to 59% in District 3).

When current support is compared to 2001 findings, we note that residents were more supportive in general, with a few exceptions. Those most often related to expanding telephone accessible information, which saw ratings decline in Districts 2 (69%-68%), 4 (70%-66%), and 5 (75%-61%). The only other item to experience a decline was for regular publication of city newsletters and mail pieces in District 5 (70%-68%). Conversely, support increased by more than ten percent for city newsletters and mail pieces in District 1 (65%-84%), expansion of the city's web page in Districts 2 (41%-61%), 3 (42%-53%), and 4 (48%-58%), and improvements to programming to the city's public access cable channel in District 2 (54%-65%). Support increased for the other items, but at a rate of less than ten percent.

Support for allocating funds has fluctuated over the course of the three surveys. Take for example, residents in District 3, where support for expanding the city's web page (57%-42%-53%), the city's public access cable channel (63%-43%-48%), regular publication of city newsletters and mail pieces (79%-66%-70%) and telephone accessible information (79%-57%-59%) has not shown any trend except that support has varied each year. Other variances included regular publication of city newsletters and mail pieces (79%-65%-84%) and telephone accessible information (87%-71%-80%) in District 1; regular publication of city newsletters and mail pieces (72%-67%-76%) and telephone accessible information (75%-69%-68%), in District 2; and improvements in programming to the city's public access cable channel (60%-43%-48%) and publication of city newsletters and mail pieces (70%-59%-65%) in District 4. District 5 was one of the few subsets to show diminished support each year, that relating to the city's public access cable channel (70%-55%-50%).

Table #9 reflects the findings to the fund allocation question based on a person's activity, defined by community action and voting:

TABLE #9: SUPPORT FOR OR OPPOSITION TO ALLOCATING FUNDS TOWARDS COMMUNICATION METHODS BY COMMUNITY ACTIVITY AND VOTING ACTIVITY STATEMENTS

METHOD	COMMUNITY ACTIVITY				VOTING ACTIVITY			
	ACTIVE/INFORMED		ISSUES/LIVE HERE		ALWAYS/OFTEN		SELDOM/NEVER	
	SUPPT	OPPOS	SUPPT	OPPOS	SUPPT	OPPOS	SUPPT	OPPOS
Expanding the city's web page	58%	29%	54%	30%	57%	28%	54%	33%
Improvements in programming to the city's public access cable channel	53%	35%	55%	32%	51%	35%	60%	32%
Regular publication of city newsletters and mail pieces	72%	23%	69%	22%	70%	23%	74%	19%
Expanding telephone accessible information relative to various city services	66%	29%	66%	21%	64%	27%	70%	24%

There was very little difference in supporting any of the enhancements based on how active one was or was not in his or her community. The most significant variance was active residents being more supportive of expanding the city's web page (58%-54%). There was no statistical difference with programming improvements (53%-55%), publication of city newsletters and mail pieces (72%-69%), or expansion of telephone accessible information (66%-66%). Also note that inactive residents rated public access cable channel programming over web page expansion as an item to support, the opposite of active community members.

People who did not regularly vote in city-related elections, nonetheless were more supportive of allocating funds for improved communications, either through improvements in programming (60%-51%), publication of city newsletters and mail pieces (74%-70%), or expanding telephone accessible information (70%-64%). The only item to generate more support among active voters was for expanding the city's web site (57%-54%), and that fell within the standard margin of error.

GETTING INFORMATION ABOUT ACTIVITIES IN BRYAN

As in both prior surveys, core questions focused on how residents received information about activities in Bryan. The initial query was open-ended, in an effort to determine where residents went to gather information. Interviewers asked, "***How do you get information about activities in Bryan?***" Three hundred and ninety-two respondents volunteered an answer, which was then categorized into eight general and miscellaneous responses, down from 13 in 2001 and 11 in 1998. Newspapers (57%) were far and away the source people

most often utilized to get information. The next three were television (17%), word of mouth (8%), and web site/email (5%). The remaining sources participants mentioned were cable channel and radio (both 4%), and newsletters/flyers (3%).

Newspapers (60%-55%-57%) and television stations (18%-23%-17%) have been the top two sources from which residents received information, and both have had utilization rates fluctuate from survey to survey. The same was true with the third-rated source, word of mouth (9%-4%-8%). The remaining sources varied little in terms of being used by residents, as findings varied by two percent or less when current findings are compared to either 1998 or 2001 results. The only variance to that trend was the web site, which was not mentioned in the benchmark survey (0%-5%-5%), but has not changed since 2001. In this year's survey, residents did not mention looking to school (1%-1%-0%), city employees (1%-1%-0%), city council meetings (0%-1%-0%), or the chamber of commerce (0%-1%-0%) to get information about activities in Bryan.

Table #10 compares the responses from each survey, as well as the current results by city council districts and gender:

TABLE #10: COMPARISON OF SOURCES UTILIZED TO GATHER INFORMATION ABOUT BRYAN

SOURCE	OVERALL			DSTRCT 1	DSTRCT 2	DSTRCT 3	DSTRCT 4	DSTRCT 5	SEX	
	1998	2001	2004						MALE	FEMALE
Newspapers	60%	55%	57%	51%	42%	62%	66%	58%	60%	55%
Local television	18%	23%	17%	23%	31%	11%	16%	9%	12%	22%
Word of mouth	9%	4%	8%	8%	7%	6%	5%	16%	11%	6%
City publications	5%	4%	3%	2%	4%	4%	2%	3%	2%	3%
Radio	3%	3%	4%	4%	6%	5%	3%	3%	5%	2%
Cable television	3%	3%	4%	6%	6%	6%	2%	3%	4%	4%
Miscellaneous	1%	1%	2%	0%	1%	1%	3%	1%	2%	1%
Web site	0%	5%	5%	8%	3%	6%	3%	8%	5%	5%
Chamber of Commerce	NA	1%	1%	2%	0%	0%	1%	0%	1%	0%

Residents in Districts 4 (66%) and 3 (62%) made the most use of newspapers, followed by 58% in District 5, 51% in District 1, and just 42% in District 2, a difference of 24 points when compared to the highest ratings. There were also significant variances when it came to utilizing television (31% in District 2, to 9% in District 5) and word of mouth (16% in District 5, to 5% in District 4). Women focused more often on television (22%-12%) as where they got information, while men listed newspapers (60%-55%) and word of mouth (11%-6%) as their source of reference. As with previous surveys, utilization varied throughout the city. For

example, when it came to the newspaper, Districts 2, 3 and 4 (61%-63%-62%) most often utilized it, while District 1 came in with just 24% mention. The high percentage for television utilization was in District 2 (31%). A more positive impression of community improvement had a slight influence on where someone went for information, but just barely. Newspapers (59%-54%-55%) were most popular with improved ratings, although the belief that the community was worse made people turn more often to television (18%-13%-23%) for information. The third most popular source, word of mouth, captured most mention from respondents who rated the community the same (6%-16%-3%), while those with opposing viewpoints made minor use of this source.

Active voters were significantly more apt to get information from newspapers (63%-44%), while inactive voters tended to look to television (23%-15%) and word of mouth (11%-7%), although newspapers were the chief source to both subsets. When reviewed by community activity, active members were inclined to read the newspaper (60%-54%), but not look at television (14%-22%). People in the city who considered themselves inactive also said radio more often (6%-10%).

Newspapers (61%-55%) were a more popular source with people who rated council performance negative rather than positive, the opposite of cable television (2%-7%), an item more often listed by those rating the council good or excellent. Other items, such as television (16%-17%), word of mouth (9%-6%), and web site/email (4%-7%) were utilized similarly whether one was positive or negative about the group. Respondents with no opinion about council performance listed newspaper (51%), television (19%), and word of mouth and radio (both 11%) as their most trusted sources. How someone rated city maintenance had little bearing on how one got information about what was going on in Bryan. For example, there was just a five point variance in utilization of newspapers (56%-56%-61%), one percent relative to television (17%-17%-16%), and three percent regarding word of mouth (8%-7%-10%). Radio was a more popular source among those positive about city maintenance (6%-4%-1%), with a five percent difference between excellent-good-fair/poor responses. Homeowners focused on newspapers (61%-41%) to get information. Renters, on the other hand, more frequently mentioned word of mouth (18%-6%) and cable channel (11%-3%) as sources they most often utilized.

The older the child (44%-49%-56%-62%), the greater the likelihood for a parent to get information from newspapers. The same trend was evident relative to television (17%-20%-23%-14%), with the exception of those with children over the age of 19. Nonparents prioritized newspapers (58%) and television (18%), and then word of mouth (10%). The web site/email source was most popular among parents of children younger than 6 (12%-6%-6%-4%), with nonparents at just 4%. Newer city residents utilized word of mouth (16%-10%-6%) to get information. They were not as likely, however, to list television (9%-21%-18%) as a local source.

The most popular medium, newspapers (54%-54%-59%) were five points more popular among those most tenured in the community. By age, older survey participants looked to newspapers (45%-56%-65%), while the youngest subset more often utilized word of mouth (11%-9%-6%) and web site/email (14%-5%-1%).

A follow-up question preceded the open-ended query, although this time the responses were provided. The question was somewhat similar: **"Which of the following sources do you utilize to get information about Bryan?"** Twelve sources were tested, of which nine have been included in previous surveys: local newspapers, local television stations, word of mouth, radio, the city cable channel, the city council, city staff, the city web site and an "other" category. The new items were the Living & Learning newsletter, get connected email/Listserve, and Key to the City. Regarding the new items, respondents were informed that the Key to the City was an online and telephone based information access tool operated by the city, while the Living and Learning newsletter was a joint city/school district newsletter distributed in *The Eagle*, the Bryan newspaper. Multiple responses were allowed; therefore the percentages for this list total more than 100%. Local newspapers (88%) and local tv stations (80%) were listed by four of every five people sampled, the sources most likely to be utilized. A majority of respondents also listed word of mouth (78%) and radio (60%).

When compared to previous surveys, local newspapers (86%-87%-88%) have improved each year, although only by two points. Other sources in which utilization has increased over the 1998 results were word of mouth (66%-75%-78%) and radio (53%-58%-60%) among the more popular sources, and the city web site (11%-22%-30%) and city cable channel (36%-40%-44%) among the secondary sources. Note that there has been no positive change in reliance on local TV stations (82%-80%-80%) when it came to getting information about Bryan, although it was still the second most popular source overall. In addition, city staff (17%-31%-29%) and city council (17%-29%-27%) were relied upon more this year than in the benchmark survey.

Among the newer sources, the most popular item was the Living & Learning newsletter, with 25%. Both the get connected email and Key to the City received 7% of the responses.

Figure 3 shows how source utilization varied by city council district:

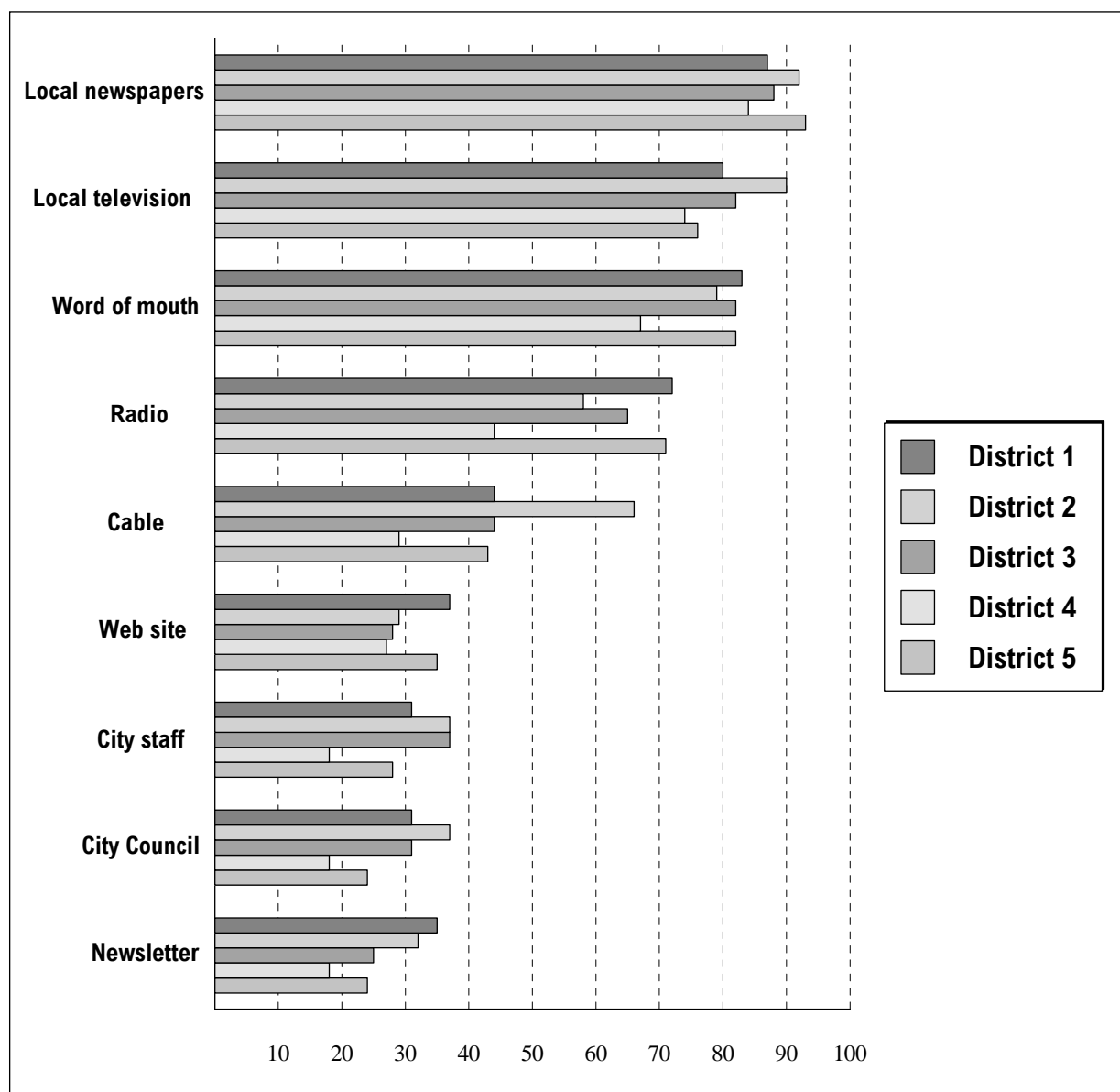


Figure 3: 2004 Source Utilization By Survey Subsector

Local newspapers were the number one source residents utilized to get information about Bryan, with percentages ranging from 93% (District 5) to 84% (District 4). For comparison purposes, the range in 2001 was 89% in Districts 2 and 3, to 82% in District 1. More items in District 2 (six) were utilized by a majority of respondents than anywhere else in the city. In addition to local newspapers (92%), majority usage included local tv stations, also at 90%, as well as word of mouth (79%), city cable channel (66%), and radio (58%). In Districts 1, 3, and 5, four of those sources were utilized by subset majorities. Those were local newspapers (87%-88%-93%), local tv stations (80%-82%-76%), word of mouth (83%-82%-82%), and radio (72%-65%-71%). In District 4, fewer than 50% utilized the

radio (44%), although majorities did get information from local newspapers (93%), word of mouth (82%), and local tv stations (74%).

Variances in utilization were numerous throughout the city. Among the differences were local tv stations being more important in District 2 (90%, to 74% in District 4) and word of mouth capturing more attention from people other than in District 4 (67%, to 83% in District 1 and 82% in Districts 3 and 5). In addition to word of mouth, sources were less often utilized by residents in District 4 than anywhere else. This was true relative to radio (44%, to 72% in District 1 and 71% in District 5), the city cable channel (29%, to 66% in District 2), city web site (27%, to 37% in District 1), city staff (18%, to 37% in Districts 1 and 2), the city council (18%, to 37% in District 2), and Living & Learning newsletter (18%, to 35% in District 1). Additionally, 20% of residents in District 1 utilized the Key to the City system, compared to just 2% in District 4 and 4% in District 5.

The top two sources, local newspapers (87%-90%) and local tv stations (79%-81%) were similarly mentioned by men and women. Slightly more popular among men were word of mouth (80%-75%) and radio (65%-56%), while women were more likely to go to the city cable channel (46%-41%) and Living & Learning newsletter (29%-21%) to get information about the city. How one felt about community improvement did not appear to impact the two primary sources, local newspapers (90%-85%-88%) or local tv stations (81%-79%-78%). However, it was those most negative about community improvement who relied most upon radio (59%-59%-72%) and were less likely to utilize word of mouth (79%-80%-59%). Being positive led people to get information from the city cable channel (48%-35%-38%), as well as city staff (35%-18%-25%), city council (32%-16%-28%), and Living & Learning newsletter (30%-19%-16%).

Active voters were more likely to utilize local newspapers (93%-77%) and, to a lesser extent, local tv stations (81%-77%) to get information about the city, while radio (56%-70%) and the city cable channel (42%-48%) generated more interest among residents who voted seldom or never. Voting activity did not influence the response word of mouth (78%-77%). Among secondary responses, active voters also more often got information from city staff (34%-18%), city council (31%-20%), and the Living & Learning newsletter (28%-19%). People who identified themselves as active within the community placed a greater reliance on local tv stations (82%-77%), word of mouth (81%-72%), radio (62%-57%), and the city web site (32%-28%). They also got information from city staff (34%-22%) and the city council (31%-23%) at a higher rate. Sources not impacted by community activity included local newspapers (88%-88%) and the city cable channel (44%-43%).

Local television stations (85%-79%), radio (67%-56%), the city cable channel (52%-38%), city web site (33%-29%), and city council (33%-27%) were sources

most often utilized by people who were positive about council performance. Comparatively, a fair or poor impression led people to say local newspapers (92%-85%) and city staff (34%-29%) were the sources they tended to use to get information about Bryan. Both subsets looked similarly upon word of mouth (78%-77%). Interestingly, the number one source among people with no opinion on council performance was word of mouth (81%), followed by local newspapers (75%), local tv stations (65%), and radio (50%). How residents viewed the way the city was maintained did appear to impact their use of radio (56%-60%-66%) and the city cable channel (59%-43%-35%), but from opposite perspectives. However, whether respondents rated city maintenance excellent, good, or fair/poor, they similarly utilized local newspapers (91%-88%-88%), local tv stations (81%-80%-79%), and word of mouth (78%-77%-79%) to get information about their city. Homeowners were more likely to utilize local newspapers (90%-79%), while renters looked more toward word of mouth (85%-77%), radio (71%-59%), and the city cable channel (58%-41%) for their information. Both subsets made similar use of local tv stations (80%-79%) and the city web site (31%-32%).

Parents of children under the age of 12 (90%-90%-89%-75%) listed word of mouth as their number one source for information about Bryan. However, with parents of children over the age of 12 (85%-84%-92%-93%) and nonparents (87%), it was local newspapers. Parents with children 19+ (88%) most often utilized local tv stations, a source also more popular among parents with younger children (83%-79%-77%) rather than nonparents (78%). Parents of children under the age of 18 most often listed radio (75%-75%-81%-57%, to 54%) and the city web site (45%-47%-45%-27%, to 24%) as sources they utilized, with parents of older children and nonparents not as likely to rely upon them. The longer the tenure in the community, the more important sources such as local newspapers (79%-85%-91%), city cable channel (34%-37%-47%), city staff (16%-28%-33%), city council (21%-26%-29%) and the Living & Learning newsletter (12%-13%-32%) were in generating information. It was newer residents who placed more trust in word of mouth (84%-79%-76%) and radio (67%-68%-57%) as where to get information. Older survey participants constituted the age group most likely to mention local newspapers (82%-89%-91%) and local tv stations (78%-79%-83%), but less likely to mention the secondary sources, including word of mouth (83%-85%-69%), radio (76%-69%-45%), and the city web site (45%-39%-15%).